Rep Order# 9800222 Ver# 5 Status Revised EC'd Yes

Traffic Order# 50965

08/30/2012 10:14 AM 08/29/2012 5:07 PM

Showing Buylines: All Rep & Sta Revised Lines

WKRC-TV CINCINNATI, OH Station

Advertiser ) POLITICAL ISSUE GROU

Product CROSSROADS GPS

Estimate# ANNE BRAUNSCHEIDEL Buver

Phone# Fax#

) MENTZER MEDIA SERVICES Agency ( 600 FAIRMOUNT AVE, SUITE 306

TOWSON, MD 21286 Agency C/P1/P2/E //1270

Flight Dates 08/23/2012 - 08/29/2012

Hiatus Weeks

Rep Firm

Printed: Last Received:

> Sales Office ( ) WASHINGTON

Salesperson ( ) ALEXANDRA BRADLEY

1 of 2

202-955-5342 Salesperson Phone# Salesperson FAX# 202-955-5348

#### --- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

#### --- REMARKS ---

REVISED ORDER. CAN'T MKGD CN 8/31, FLIGHT ENDS 8/29. PLS CNF

Was 105,100.00

3,300

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*22	TU	10P-11P	MENTALIST	:30	\$3,500.00	08/28-08/28	1	1	1	\$3,500.00	
		Sales Re	mark: V	V5 1X NA								

### ---REPORT TOTALS---

Report Totals: 1 / \$3,500.00

#### ---SALES MONTHLY TOTALS---

Aug 12: 28 / \$53,250.00 Sep 12: 29 / \$48,350.00

V5 Comment Changed, Spots/week Changed

Sales Totals: 57 / \$101,600.00 Station Totals: 57 / \$101,600.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

0% EKRC 0% UNKN 0 % WBOC 0 % WCPO 29% Market Totals \$227,752 CABL 448 17% 0 등 WXIX 7% WKRC WLWT WSTR

Books null Demos RA35+ 
 Rep Order#
 9800222
 Ver#
 5
 Status
 Revised
 Traffic Order# 50965
 Printed:
 08/30/2012 10:14 AM

 EC'd
 Yes
 Last Received:
 08/29/2012 5:07 PM

Showing Buylines: All Rep & Sta Revised Lines

Station WKRC-TV CINCINNATI, OH Advertiser ( ) POLITICAL ISSUE GROU

Product CROSSROADS GPS Estimate# 1270

Buyer ANNE BRAUNSCHEIDEL

Phone#
Fax#

**Agency** ( ) MENTZER MEDIA SERVICES 600 FAIRMOUNT AVE, SUITE 306

TOWSON, MD 21286 Agency C/P1/P2/E //1270

Flight Dates 08/23/2012 - 08/29/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) ALEXANDRA BRADLEY

2 of 2

**Salesperson Phone#** 202-955-5342 **Salesperson FAX#** 202-955-5348 Rep Order# EC'd Yes

9800222

Ver# 4

Status Returned

Traffic Order# 50965

Last Received:

08/29/2012 12:30 PM 08/23/2012 12:09 PM

1 of 2

Showing Buylines: All Rep & Sta Revised Lines

Printed:

WKRC-TV CINCINNATI, OH Station

) POLITICAL ISSUE GROU Advertiser

Product Estimate#

CROSSROADS GPS 1270

ANNE BRAUNSCHEIDEL

Buyer Phone# Fax#

) MENTZER MEDIA SERVICES Agency (

600 FAIRMOUNT AVE, SUITE 306 TOWSON, MD 21286

Agency C/P1/P2/E //1270

Flight Dates

08/23/2012 - 08/29/2012

Hiatus Weeks

Rep Firm

Sales Office (

) WASHINGTON

Salesperson (

) ALEXANDRA BRADLEY

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348

## --- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

#### --- REMARKS ---

pls see line 22 t/r lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart

V4 1x na 8/28 due to conv runover. mg fri 8/31 10-11p ncir Station Remark: blue bloods

#### ---REPORT TOTALS---

Report Totals: 2 / \$7,000.00

#### --- SALES MONTHLY TOTALS---

Aug 12: 28 / \$53,250.00 Sep 12:

30 / \$51,850.00

Sales Totals: 58 / \$105,100.00 Station Totals: 58 / \$105,100.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

0 % WCPO 29% 0% EKRC 0% UNKN 0 등 WBOC \$235,597 CABL Market Totals

7% 0 원 WXIX WKRC 448 WLWT 17% WSTR

null Books RA35+ Demos

 Rep Order#
 9800222
 Ver#
 4
 Status
 Returned
 Traffic Order# 50965
 Printed:
 08/29/2012 12:30 PM
 2 of
 2

 EC'd
 Yes
 Last Received:
 08/23/2012 12:09 PM
 Showing Buylines:
 All Rep & Sta Revised Lines

) MENTZER MEDIA SERVICES Rep Firm WKRC-TV CINCINNATI, OH Agency ( Station Sales Office ( 600 FAIRMOUNT AVE, SUITE 306 ) WASHINGTON Advertiser ( ) POLITICAL ISSUE GROU CROSŚROADS GPS TOWSON, MD 21286 Salesperson ( ) ALEXANDRA BRADLEY Product Estimate# 1270 Agency C/P1/P2/E //1270

Buyer ANNE BRAUNSCHEIDEL Flight Dates 08/23/2012 - 08/29/2012 Salesperson Phone# 202-955-5342
Phone# Hiatus Weeks Salesperson FAX# 202-955-5348
Fax#

# Connell II, Jim

From: Sent:

jgaunt@local12.com Wednesday, August 29, 2012 10:00 AM Connell II, Jim; Williams, Lynda Spot - Preempt: Crossroads Grass Root Political - 50965

WKRC-TV Station:

Subject:

<u>T</u>0:

Order

ler Information:
Order #: 50965
Order Total: \$105,100.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09800222

Alternate Order # Estimate #: 1270 Flight Dates: 08/: Demo: Adults 35+

08/29/12 : 08/23/12 35+

Millennium Washington DC, Millennium, National Sales Information:

preempted: been have The following spot(s)

(50965 - 22 - 1)Information

08/28/12 Preempted Spot Info Rate: \$3,500.00 Air Date: Tue 08 Eligible Days: -7 Inventory Code: 7

Days: -T-----Code: Tue Reg 3
Description: Tue F
Code Time: 10:00 I Inventory

Reg 3 PM-11:00 PM Inventory

Notice Spot Type: NM Length: :30 Channel(s): [1] WKRC Priority: Preemptible w/

Program Overrun Preempt Reason:

X For 10-111 of API WIE

# Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # Priority | Spot # AE Date Weekday | Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 1 P-2 1 MWASH 3:00 PM-4:00 PM CROSSROADS GPS 1270 08/23/12 Thursday3:58:36 PM :30 \$600.00 OHSNT\Let's Make a Deal P-2 2 MWASH 3:00 PM-4:00 PM CROSSROADS GPS 1270 :30 \$600.00 OHSNT\Let's Make a Deal 08/24/12 Friday3:58:39 PM 2 The state of the s \$1,200.00 Line: 2 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 1 MWASH :30 08/23/12 Thursday 1:36:48 PM P-1 2 MWASH \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 Friday1:53:03 PM :30 08/24/12 2 \$3,000.00 Line: 3 2 MWASH \$1,600.00 OHSNT\5p Local 12 News at Fiv(5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 P-1 Thursday5:08:52 PM :30 08/23/12 P-1 1 MWASH 1270 \$1,600.00 OHSNT\5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 08/24/12 Friday5:14:16 PM 2 \$3,200.00 Line: 4 1270 P-2 1 MWASH \$1,800,00 OHSNT\6p Local 12 News at Six 6:00 PM-6:30 PM CROSSROADS GPS 08/23/12 Thursday3:09:37 PM 2 MWASH CROSSROADS GPS 1270 P-2 \$1,800.00 OHSNT\6p Local 12 News at Six 6:00 PM-6:30 PM Friday3:08:49 PM 08/24/12 2 \$3,600.00 Line: 5 1270 P-2 2 MWASH CROSSROADS GPS \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM Thursday':21:34 PM :30 08/23/12 P-2 CROSSROADS GPS 1270 1 MWASH 7:00 PM-7:30 PM :30 \$1,400.00 OHSNT\M-F 7p-730p 08/24/12 Friday':28:23 PM 2 \$2,800.00 Line: 6 CROSSROADS GPS 1270 P-2 1 MWASH Thursday':40:16 PM :30 \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM 08/23/12 P-2 2 MWASH CROSSROADS GPS 1270 7:30 PM-8:00 PM 08/24/12 Friday':55:20 PM :30 \$1,400.00 OHSNT\M-F 730p-8p 2 \$2,800.00 Line: 7 P-2 11:35 PM-12:35 XM **CROSSROADS GPS** 1270 1 MWASH \$750.00 OHSNT\Letterman Friday 2:16:41 XM :30 08/24/12 1270 P-2 2 MWASH :30 11:35 PM-12:35 XM **CROSSROADS GPS** Friday2:49:47 XM \$750.00 OHSNT\Letterman 08/24/12 2 \$1,500.00 1.119 Line: 8 **CROSSROADS GPS** 1270 P-2 1 MWASH 08/23/12 Thursdayl:34:14 PM :30 \$1,900,00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM P-2 4 MWASH 1270 **CROSSROADS GPS** \$1,900.00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM 08/24/12 Friday1:54:31 PM :30 P-2 2 MWASH 1270 \$1,900,00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS :30 08/25/12 Saturday1:55:51 PM 1270 P-2 3 MWASH \$1,900.00 OHSNT\11p M-Su Local 12 New 11:00 PM-11:35 PM CROSSROADS GPS SundayI:31:59 PM :30 08/26/12 4 \$7,600.00 Line: 9 2 MWASH P-2 CROSSROADS GPS 1270 \$5,000.00 OHSNT\Thu Reg 3 10:00 PM-11:00 PM 08/23/12 Thursday):34:00 PM :30 1270 P-2 1 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** 08/23/12 Thursday):47:19 PM :30 \$5,000.00 OHSNT\Thu Reg 3 2 \$10,000.00 Line: 10

WIDE ORBIT

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # Priority Spot# AE Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Time Period Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 10 P-1 1 MWASH 1270 Sunday):29:27 AM :30 \$1,100,00 OHSNT\Face the Nation 10:30 AM-11:00 AM CROSSROADS GPS 08/26/12 1 \$1,100.00 Line: 11 CROSSROADS GPS 1270 P-2 1 MWASH 08/26/12 :30 \$850.00 OHSNT\630p Local 12 News Su 6:30 PM-7:00 PM Sunday3:29:41 PM 1 \$850.00 Line: 12 1270 P-2 1 MWASH CROSSROADS GPS 08/26/12 Sunday7:57:40 PM :30 \$4,000.00 OHSNT\ Sun Reg 1 7:00 PM-8:00 PM P-2 1270 2 MWASH 7:00 PM-8:00 PM CROSSROADS GPS 08/26/12 Sunday3:58:56 PM :30 \$4,000.00 OHSNT\ Sun Reg 1 2 \$8,000.00 Line: 13 CROSSROADS GPS 1270 P-2 2 MWASH \$3,200.00 OHSNT\ Sun Reg 4 10:00 PM-11:00 PM Sunday):35:33 PM :30 08/26/12 P-2 1 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** 1270 08/26/12 Sunday):50:13 PM :30 \$3,200.00 OHSNT\ Sun Reg 4 184 2 \$6,400.00 Line: 14 P-2 1 MWASH 3:00 PM-4:00 PM CROSSROADS GPS 1270 :30 \$600.00 OHSNT\Let's Make a Deal 08/27/12 Monday3:59:19 PM 1270 P-2 2 MWASH CROSSROADS GPS :30 \$600.00 OHSNT\ Let's Make a Deal 3:00 PM-4:00 PM Tuesday3:58:40 PM 08/28/12 **CROSSROADS GPS** 1270 P-2 3 MWASH 08/29/12Wednesday3:28:34 PM :30 \$600.00 OHSNT\Let's Make a Deal 3:00 PM-4:00 PM 3 \$1,800.00 Line: 15 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 1 MWASH 08/27/12 Monday1:43:20 PM :30 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS 1270 P-1 2 MWASH 08/28/12 Tuesday1:43:06 PM :30 P-1 3 MWASH 1270 \$1,500.00 OHSNT\4p Local 12 News at Fo (4:30:00 PM-5:00:00 PCROSSROADS GPS :30 08/29/12Wednesday1:38:46 PM \$4,500.00 Line: 16 P-1 2 MWASH \$1,600.00 OHSNT\5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 :30 08/27/12 Monday5:07:37 PM \$1,600.00 OHSNT\5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 1270 P-1 3 MWASH :30 08/28/12 Tuesday 5:07:45 PM P-1 1 MWASH 1270 08/29/12Wednesday5:21:46 PM :30 \$1,600.00 OHSNT\5p Local 12 News at Fiv (5:00:00 PM-5:30:00 PCROSSROADS GPS 3 A THE RESERVE OF THE PARTY OF T \$4,800,00 Line: 17 1270 P-2 2 MWASH CROSSROADS GPS \$1,800.00 OHSNT\6p Local 12 News at Six6:00 PM-6:30 PM :30 08/27/12 Monday3:23:58 PM 1270 P-2 1MWASH CROSSROADS GPS :30 \$1,800.00 OHSNT\6p Local 12 News at Six 6:00 PM-6:30 PM Tuesday3:14:48 PM 08/28/12 CROSSROADS GPS 1270 P-2 3 MWASH \$1,800.00 OHSNT\6p Local 12 News at Six 6:00 PM-6:30 PM 08/29/12Wednesday3:13:16 PM :30 3 \$5,400.00 Line: 18

[Filtered by: ] [Sorted by: Station]

7:00 PM-7:30 PM

7:00 PM-7:30 PM

7:00 PM-7:30 PM

08/27/12

08/28/12

Monday7:21:14 PM

Tuesday':12:13 PM

08/29/12Wednesday7:10:52 PM

:30

:30

:30

\$4,200.00

\$1,400.00 OHSNT\M-F 7p-730p

\$1,400.00 OHSNT\M-F 7p-730p

\$1,400.00 OHSNT\M-F 7p-730p

3 MWASH

1 MWASH

2 MWASH

3

P-2

P-2

P-2

1270

1270

1270

CROSSROADS GPS

CROSSROADS GPS

CROSSROADS GPS

# Spot Manager: All, 08/23/12-08/29/12



Order Product Descripti Estimate # Priority Spot# AE Ad-ID Inv. Code (Booked) Time Period Date Weekday | Air Time | Length Rate Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 19 P-2 2 MWASH \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM **CROSSROADS GPS** 1270 08/27/12 Monday':44:56 PM :30 P-2 1 MWASH \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM CROSSROADS GPS 1270 08/28/12 Tuesday':46:00 PM :30 1270 P-2 3 MWASH \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM CROSSROADS GPS 08/29/12Wednesday7:41:00 PM 3 \$4,200.00 WAR CONTRACT Line: 20 11:35 PM-12:35 XM **CROSSROADS GPS** 1270 P-2 4 MWASH :30 \$750.00 OHSNT\Letterman 08/27/12 Monday2:32:55 XM 1 MWASH :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM CROSSROADS GPS 1270 P-2 08/27/12 Mondayl:46:53 PM 1270 P-2 2MWASH 08/28/12 Tuesday2:36:04 XM :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM CROSSROADS GPS P-2 3 MWASH CROSSROADS GPS 1270 08/29/12Wednesday2:15:09 XM :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM CROSSROADS GPS 1270 P-2 5 MWASH :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM 08/29/12Wednesday2:38:51 XM 5 \$3,750.00 Line: 21 **CROSSROADS GPS** 1270 P-2 2 MWASH 08/27/12 Mondayl:31:02 PM \$1,900.00 OHSNT\11p M-F Local 12 News 11:00 PM-11:35 PM P-2 1 MWASH :30 \$1,900.00 OHSNT\11p M-F Local 12 News 11:00 PM-11:35 PM CROSSROADS GPS 1270 08/28/12 Tuesdayl:34:47 PM 3 MWASH 1270 P-2 08/29/12Wednesday1:35:27 PM :30 \$1,900.00 OHSNT\11p M-F Local 12 News 11:00 PM-11:35 PM CROSSROADS GPS 3 \$5,700.00 Line: 22 1270 P-2 2 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** 08/28/12 Tuesday1:02:20 PM \$3,500.00 OHSNT\Tue Reg 3 1 \$3.500.00 4.96 Line: 23 1270 P-2 1 MWASH 9:00 PM-10:00 PM CROSSROADS GPS 08/29/12Wednesday3:42:59 PM \$5,500.00 OHSNT\ Wed Reg 2 1 Carlotte Control \$5.500.00 Line: 24 1270 P-2 1 MWASH \$5,000.00 OHSNT\Wed Reg 3 10:00 PM-11:00 PM **CROSSROADS GPS** 08/29/12Wednesday1:05:38 PM 1 4 \$5,000.00 The second of the second Line: 25 P-3 CROSSROADS GPS 1270 1 MWASH 08/25/12 Saturday7:16:16 PM :30 \$600.00 OHSNT\Sa Prime Access Rotatc7p-8p 1 \$600.00 Line: 26 P-3 1270 1 MWASH **CROSSROADS GPS** :30 \$600.00 OHSNT\6pm Local 12 News Sat 6p-630p 08/25/12 Saturday3:15:29 PM \$600.00 \$101,600.00 57 57 \$101,600.00 57 \$101,600.00 57 \$101,600.00 57 \$101,600.00

WIDE DRBIT

[Filtered by: ] [Sorted by: Station]